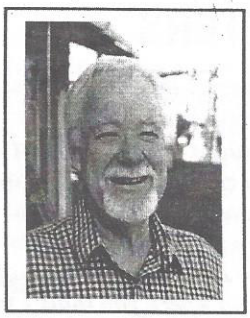
SMITHS REPORT

On the Holocaust Controversy

Number 98 www.breakhisbones.com july 2003



Encouraging an open debate on the Holocaust taboo, and on the U.S. alliance with Israel. Without the first we will never have the second.

NOTEBOOK

The first of the year I wrote here that I was not going to write here about Paloma again. Looks like I've changed my mind. I think most of you know that she is in a drug rehab center, again, in the hills in a canyon outside of town. Been there five months so far, this time. She's doing fine. It's a family catastrophe, as usual, but it's no longer a tragedy. Just one family's life.

Last week I drove to the Center to pick her up and bring her into town to have some of her wisdom teeth pulled. First we stopped off with the doctor for a checkup because she has a salmonella infection that has inflamed her gut and appendix. At the Center it's almost impossible to keep the food and the kitchen clean, so salmonella is not that unusual there.

In the event, the dentist would not work in her mouth while she was already infected with the other stuff, so she came by the house, showered, then we drove to a "bargain" store in town so she could buy some shampoo and other beauty aids. Along the way there were some laughs, and some other stuff.

Continued on page 5

Famous New York personality encourages penalties for thought crimes

Below is an entry I did for Smith's Journal Online, which has been the Home Page on the Internet for breakhisbones.com. I posted it as I have a couple dozen other pieces and then went on about my business. A few days later I heard through the grapevine that it was being translated into German. I thought, "Good," and then didn't think about it. A couple days later I found that it was reprinted in English in Walter Mueller's Patriot Letter, distributed via the Internet. Everyone I know gets the Patriot Letter. Then Robert Faurisson's sister, Yvonne, wrote to say that the article had been translated into French and she was distributing it there via the Internet. None of this is exceptional. To the contrary – it's the rule. This article is only one of dozens, scores, by revisionists that are published and distributed via the Internet every month.

Smith's Online Journal June 2003

Famous New York personality encourages penalties for thought crimes

Rudolf Giuliani writes that the "world" is experiencing a surge in anti-Semitic violence, and particularly Europe (New York Times, 17 June). He notes that anti-Semitism is the oldest hatred in Western culture, and that the "Holocaust" proves it. He argues that that being the case, "Making sure [Europe's] citizens have an honest understanding of the Holocaust is vital, as revisionist viewpoints put us at risk of a repetition of race-based genocide."

Revisionist viewpoints. The viewpoint of me and some of my

Continued on page 3

LETTERS

I regret that I cannot respond to correspondence, the time issue just won't allow it, but I do read every letter I receive, and encourage you to write even more. That is one of the ways that I can discover where you believe I am going in the right direction, and where you think I'm off the mark. If you do not want your name to appear in Smith's Report, *and I understand perfectly well why you might not want that, please say so clearly so that I don't make a mistake. Thanks.*

Hello again Admiral Smith! You may remember a remark made some time ago by our comrade Dr Töben, lamenting the stagnation of the revis-biz: "No-one in media listens to us"

That has changed here in Italy; the local daily Trieste Oggi has given objective, even favourable (you read correctly: favourable) coverage of our conferences, with an entire page devoted to the two-day gathering of May 2002. Amongst the English-language press corps, the Guardian's man in Rome has made the trip twice, though his editors have twice said "no thanks" to his copy (which he hasn't shown to me). His making two trips suggests he's cottoned on a bit, I think. Why not send him a copy of your book, drawing his particular attention to the smashing chapter eight? Cheers,

Guillaume Fabien, director
Nuovo Ordine Europeo (cultural association)

In another example of the ability of revisionists world-wide to cooperate with one another in real time via the Internet, Mr. Fabien told me that he and Jean Plantin, who is still facing prison in France for thought crimes, are translating into French chapter eight from Break His Bones. Neither Plantin nor Fabien particularly like my use of the term "revisionist theory" in that chapter. While thousands of miles separate us, using the Internet and email I can agree in a matter of moments to their suggestion to replace "revisionist theory" in their translation to read "revisionist arguments" and they can get on with their work. It's done. Nothing to it.

I have read your Smith's Report 97, passed on to me by a friend. I sympathize with your financial predicament. The problem of popularizing revisionism is that it is not as "juicy" as the Holocaust itself. How can you compete with "death camps," the slaughter of "six million," and all the other "Nazi horrors?" The people interested in those matters are those sufficiently intellectual to understand the consequences of the Big Lie.

To put it bluntly, I do not believe you have done your market research. This is a topic that interests you, but sadly not the public at large. What is more, the Jews understand this, so they understand that in order for them to contain revisionism they need only to not allow it to become topical.

This is not to say that revisionism is a lost cause, but only that you must package your product to suit your market. I have not read Break His Bone, and for that reason perhaps I am not in a position to judge, but if it is like other weighty tomes on revisionism that I have read, your financial situation does not at all surprise me.

Regardless of the truth expressed, the contradictions and absurdities of the Holocaust claim, your wittiness, your manner of presentation, etc., the fact remains that you are making a statement that is out of sync with the public mind set. They are reluctant to invest their time to find out the truth of the matter. That is the number one problem to overcome.

William McLeod

I agree. There is no "market" for revisionism, or, rather, the market that does exist for revisionism is so tiny that it is insignificant. And, as you say, it is so tiny precisely because revisionism is "out of sync" with the public mind. Has been from the beginning. That is, in turn, precisely the situation that I intend to address.

Break His Bones is the tool, and my going public with it is the process, that will contribute to building a "market" for revisionism. Bones creates a human face for revisionism. Those who are committed to keeping revisionism out of the market have created a sea of slander and character defamation that drowns out every revisionist voice and demonizes those who try to speak, as it were, from the ocean's floor.

That's where Bones comes in. Bones gives revisionism a human face. You can't demonize someone who is obviously human. You might be able to convince many that the author of Bones is a demon, but there will be a large segment of the public who will find, and maybe they will be surprised by this, that they do not believe it. And there is the core of the market for revisionism. My work then is to take Bones to the public, to persist, and to neither be a demon nor one who demonizes others. Persistence is one of the keys to success here. The Internet is one. Radio is one. Bones is one. The work is to tie them all altogether and carry them out among the people and not quit. I've been slow to get off the dime, but the project remains what it was, and there's no quitting here. For better or worse, no quitting.

Your Break His Bones is a terrific reading experience and a goldmine of material for a future historian. You and Germar Rudolf are a most courageous, determined and capable duo of revisionists. Your Web and his journal The Revisionist could not be in better hands. Here is my modes contribution to your great project. Good luck and God's blessings.

Maria Stuckel

I've read your book, some of it twice, and I really like it, not only politically, but as literature as well. Your descriptions of life in Southern California are Chandler-esque. Your writing about your mother, sad though it was, was hilarious due to your bold honesty. The only complaint I might have was your very creative approach to punctuation. It was a little confusing at times. The title also worries me. I'm afraid a lot of people are not going to consider looking inside it as soon as the see the words "holocaust revisionist." I look forward to receiving Smith's Report

and hope you'll be able to continue sending them out.

J.R. Earl.

Thank you for being brave enough to question the politically correct "facts" of the Holocaust. I recently had an interesting conversation with a colleague. He made some remark about the "six million." I told him that that figure is a myth; no one knows what the figure is. Why not say five million, or seven million? He said: "No one questions that figure, except you and the KKK."

Just to question the accuracy of the figure makes me an anti-Semite? That's interesting. I'm Jewish.

Joe Kleins

Continued from page one

friends -- not all my friends are revisionists, and not all revisionists are my friends. In any event, Rudolf Giuliani believes that I am one of those putting Europe, if not the whole world, at risk of experiencing a "race based genocide."

This is just a little too stupid (a phrase I picked up from Proust and like to use), but it is the commonplace understanding of revisionism among our cultural and political elites. Reminds me that last night Bill Buckley was on the Charlie Rose show and Rose was noting how radio and television talk is in the hands of right-wing/conservative voices. Buckley responded by noting that the academic community is in the hands of left/liberals and that it is from there that those who manage our culture, Democrats and Republicans alike, come from.

At the Vienna conference Giuliani is going to recommend that Europeans track hate crimes and recognize that they are "distinct" from other acts of murder, assault or vandalism. That that information must be analyzed and acted upon. And that special hate crimes legislation must be passed.

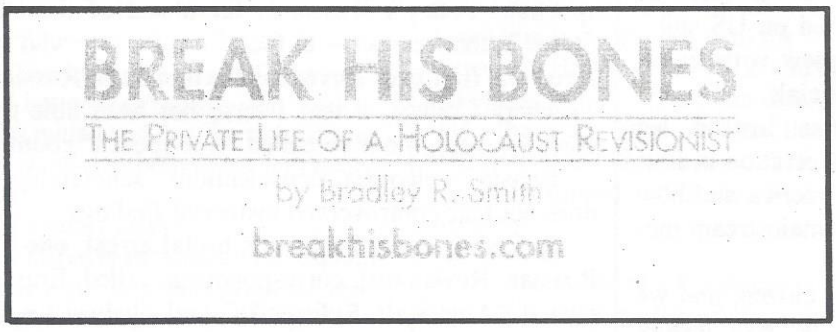
Giuliani doesn't mention "thought crimes." In most European countries revisionist theory is already a "thought crime," one for which you can be ruined, or jailed, or persecuted and prosecuted year after year after year. Giuliani, being a product (as he tells us) of the ethnic diversity of Brooklyn, and of New York City and thus Jewish culture and politics, has been taught to believe that revisionist theory about the Holocaust story can lead to genocidal mass murder therefore it must be a "hate" crime to question the gas-chamber stories. So much for the inherent value of ethnic diversity in Brooklyn.

In Canada Ernst Zundel has been in prison for months because he is a Holocaust revisionist. So Canada is safe for the moment. In America, Germar Rudolf, who has just published *The Rudolf Report: Expert Report on Chemical and Technical Aspects of the "Gas Chambers" of Auschwitz*, has been sentenced to prison in Germany for thought crimes. I wonder what Giuliani would think of making it a thought crime to do a scientific chemical analysis of wall scrapings from a building someplace other than in Poland?

Well, it would depend on which building, wouldn't it? Some buildings, it would be okay. Others -- well, you could get four, five years in the jug if you do that. It could well be a "hate" crime. There are some walls, in some buildings, at some locations, where you must not analyze the chemical compounds in the walls. Because what you find there could reveal that what is supposed to be there is not there, and what is not supposed to be there is there, which would lead to a race-based genocide of -- whom? Our Jewish friends? Yet one more time, eh?

Giuliani writes: "One of the functions of the law is to teach, to draw lines between what's permissible and what's forbidden." So -- we had better draw a line between revisionist theory on the one hand and the orthodox theory about the Holocaust as it is taught by the professors on the other. We must forbid revisionist theory. We must make it impermissible for revisionists to publish the results of their work. We must forbid professors to teach it, students to study it, and the public to hear about it via media. All those things are thought crimes, or, in this culture driven by a sullied liberalism, "hate" crimes.

That's the purpose of the Holocaust Industry. Giuliani reveals himself as a spokesman for that Industry, which specializes in censorship and the suppression of intellectual freedom on one historical question. Who benefits? You say you would like to know? Follow the money.



A supporter in Belgium sent me a box of the peel-and-stick labels that you see to the left (actual size). If you would like to place some of these around town, tell me how many you can actually use and I'll send them along. Everything contributes to the "buzz." My Belgian friend didn't charge me for these, so no need to charge you for them. Include a dollar or so, if you will, for p&h.

Ingrid Rimland runs unique full-page ad in Washington Times.

Below is the text of a full-page ad that Ingrid Rimland ran in the Washington Times (22 JUNE). It's unique, imaginative, and heart-felt. I think it must have been a text that Times readers did not expect to see, and that it must have engaged them in a way that they would not have expected to be engaged by the persecution of revisionists.

THE WASHINGTON TIMES

Socrates: "Isn't the only good knowledge!"

Galileo: Does the earth revolve around the sun?"

Solzhenitsyn: "How is it that people begin to crave slavery?"

Zundel: "Did six million really die?"

Open Letter To Vladimir Putin

Dear President Putin:

You probably are not aware of my husband, Ernst Zündel -- but hundreds of thousands of people all over the world know his name. Ernst Zündel is the man who, under vicious siege by a powerful political lobby, sent an investigative team from Canada to Auschwitz in 1988 to test forensically if "gassings" really happened -- and found that they did not. Science does not lie, and scientific findings can be verified. His evidence must stand or fall in the free market of ideas.

My husband has pleaded for a safe, impartial global forum ever since to make his findings known. The Canadian Holocaust Lobby has never forgiven Ernst Zündel. Recently, he was arrested on US soil - allegedly because he missed an interview with Immigration and Naturalization Services officials.

No judge. No hearing. No recourse. Instead, leg irons and handcuffs -- and brutal incarceration in four maximum detention prisons, first in America and now in Canada. False news was spread in mainstream media that he had "overstayed his visa".

Not so. He was married to a U.S. citizen, and we have irrefutable documentation that he was legally entitled to be here. His "punishment", just for a starter? Banned from the U.S.A. for 20 years! My husband's brutal treatment by government officials in what many vainly hope are still two of the West's most law-abiding democratic countries is reminiscent of the darkest days of the Stalinist years.

I know whereof I speak. At the age of five, I lost my father in a very similar arrest in 1941 -- never to see him again! I am a Russian-born, German-descendant, award-winning novelist, best known for an early novel, "The Wanderers", a fictitious account of the life of my Russian-born Mennonite grandmother. More recently, I wrote a trilogy, spanning seven generations and 200 years and all the major political upheavals of the last two gruesome, bloody centuries.

My people, living peacefully in the Ukraine since 1789, were ethnically cleansed in the Stalinist purges, and only a handful of us could save ourselves, escaping with the retreating German Army in 1943 to Germany and, then, in 1948, to South America. I grew up in the jungles, functionally illiterate and knowing little of the political realities of dictatorships that transformed and decimated countries like Russia and Germany.

As an adult, I emigrated to Canada and then to the United States, always thinking of the country of my birth, Russia, as a place out of the depths of hell until I learned about an intellectual movement called Revisionism. My now imprisoned husband is globally known as a Revisionist pioneer. Ernst Zündel has a profound geopolitical understanding of the moneyed interests that would set brother against brother, causing rivers of blood and tears for the gains of a handful of oligarchs who fattened themselves on our pain.

Today I know that Russia was as horribly victimized as Germany was. Russia suffered as much as Germany did -- and as America will suffer, unless America wakes up and comes to understand today's events in light of what was done so cruelly to law-abiding people yesterday.

The people of America MUST urgently try to understand today's events and dramas in historical perspective. Today's Russia is far ahead of the United States in that respect -- in fact, I am the one who sponsored the first ever Revisionist seminars in Russia in a Teachers College, a feat I have not been able to accomplish here in our so-called "free speech" country.

Russia welcomes conscientious scholarship and does not fear controversial historical findings.

Referring to my husband's brutal arrest, one of my Russian Revisionist correspondents called Ernst and myself "America's Refuseniks" and pledged his intel-

lectual solidarity. It is an apt description of who we are and what we do.

We refuse to believe in historical lies. We refuse to be dictated to and told who are our friends and who should be our enemies. We refuse to surrender our Freedom of Speech. We refuse to swallow manufactured history such as the "Holocaust by gassing" -- a lie that has become an intellectual stranglehold on every Western country. If our findings are deemed "wrong", then let's have a civilized debate in a respectable national forum where both sides can offer arguments and evidence - and let the people judge!

Recently, I read an essay by Russian General Anatoly Wolkow, titled "People, Listen To The Signals!" Here is a former enemy of Germany who stretches out a hand of friendship to soften the political mistakes of the past and bring long-needed healing to both Germany and Russia.

I believe there are millions of Russians who would identify with what he says. I know there are millions of Germans all over the world who would like nothing better than to bury the hostilities of World War II and once again be known as Russia's partners, friends and scientific benefactors. America would benefit from such reconciliation.

America is not in need of yet another war. We need to find ways to each other! I plead with you to send a message to those millions, Germans and Russians alike, as well as millions in America and Canada, that we are kin, not enemies. A Russian leader of courage and vision could tell the Western world that the Russia of today has finally become autonomous, living by democratic principles, abhorring censorship.

There is a way to shame shortsighted Western bureaucrats for their repressive laws -- and wake up people globally to the realities of vested interest power plays that move us ever closer to a frightening abyss.

A simple gesture, even if only symbolic, would telegraph around the world that Russia, emerging out of decades of repression, has thrown away her dictatorial shackles -- declare Ernst Zündel, Prisoner of Conscience, in broad daylight kidnapped "legally" by his nefarious enemies on U.S. soil, to be the West's most notable "Refusenik" -- and offer him asylum and a passport.

Sincerely,

Ingrid Zundel, Ed.D.

NOTEBOOK continued

Paloma said: "You know who Cha Cha is, right? The American girl who is up there with me? I'm teaching her Spanish. She comes to the office for an hour each evening to practice. I'm still helping run the front office. We laugh the whole hour. When I told her about my teeth she said don't worry. She said we live in the best third world country in the whole world and that we have the best dentists in the whole world down here."

"How does she know that?"

Paloma is laughing.

"You know Cha Cha. How enthusiastic she is."

"Yeah."

"And then she tells me, she says that her mother had her own wisdom teeth pulled and that the right side of her mouth has been numb for twenty years."

"Twenty years?"

"I tried to get Cha Cha to explain to me why that should make me feel better, but she just kept telling me there's nothing to worry about it. That we're in Mexico and we have the best dentists in the world."

"Is Cha Cha a bright girl?"

"She is."

Paloma is laughing. "Her mother's jaw has been numb for twenty years but there's nothing for me to worry about. That's great."

"Do you remember Louis? He was at the Center when I was there last time? He came to the house a couple times asking for me?"

"I remember the name."

"He's been murdered. They found him in the canyon. He'd been working at the Escondido Bar. He was a bartender. Maybe he was dealing on the side. I don't know. Last Thursday they found him in the canyon with his throat slit. He was on his back, and the cut was so big, the throat was open so wide, that when Cholo saw him the first time he couldn't see Louis's face. Cholo recognized him by the shape of his body."

"Bad news."

"He was stabbed a few times too."

"It sounds like whoever did it may have been on drugs. It sounds too exaggerated."

"Maybe."

"Does his family live in town?"

"Only his mother, I think."

Paloma fell silent. I was thinking about how the next time I heard a story like that, that it could be about Paloma. Maybe she was thinking the same thing. She's turned seventeen now and maybe she's thinking about things more than she used to think about them.

We were parked in front of the discount store when a couple rather soiled looking guys passed on the sidewalk. One was a little goofy looking and was eating an ice cream cone. Paloma leaned out her window and greeted them. They smiled and returned her greeting. The smile on the one eating the ice cream cone was a little goofy.

"Those guys are at the Center," Paloma said. "They've been in town doing some service work. Did you see the one eating the ice cream?"

"Yeah."

"I give him his medicine. He's been up there three years now. When he doesn't get his medicine on time he starts talking about computers."

"What?"

"Computers"

"I thought you said computers."

Paloma's laughing again.

"The medicine is for depression or something. I don't know what. When he comes in the office and starts talking about computers, you know you haven't given him his medicine on time."

"Computers?"

"That's just the warning. If you don't give him his medicine, he unzips his fly and shows it to you."

"He shows it to you? What the hell's the matter with him."

"What's the matter with him? He's crazy, Dad. What do you think? That's why he talks about computers to start with. I don't want him to do the other thing, so when I hear him start talking about computers, I look for his medicine right away."

"That's a good idea. Computers, eh?"

And so it goes. Life at the Center.

SIX WEEKS WORK ON THE PROJECT

A book-marketing seminar in Los Angeles
A 2-page marketing letter than grows to eight pages.
Re-doing the Web page for breakhisbones.com – again
Tearing down CODOHWeb and putting it back together

THE SEMINAR

The third week in May I drove to Los Angeles to attend a two-day book-marketing seminar. There were twelve speakers, and about 125 attendees. The affair lasted from 9am to 6pm each day, and after a break for supper there were Q&A sessions that went on for a couple hours. It was two consecutive sixteen-hour days, it was exhausting, but when it was over I felt like it had been worth it to me.

I had been following most of the speakers via the Internet for a year and longer, so I already understood the drift of what they would be proposing. But it was the right moment for me to be among people who were serious about marketing books, including some who are very successful. The lady who sat at the desk next to mine on the first day worked with the people who put together the Chicken Soup for the Soul books, which have sold some 60-million (million) copies.

There were talks on marketing via the Internet that distinguished between email promotion and exploiting the search engines. Talks on how best to do publicity tours the old fashioned way, and doing them entirely by radio, or by press releases, or a combination of the three. There were motivational speakers. Here it was interesting to observe that those at this seminar were not interested in rah-rah speakers, and largely refused to participate. They wanted hard information about how to sell books.

In a sense, I was a tourist at the seminar. I wasn't going to buy any of the marketing programs that were being pitched. I wasn't going to buy anything at all. I was a tourist, but I was a tourist who was willing to be educated.

Paul Hartunian spoke on getting publicity to sell books by contacting reporters and media producers via fax. That's the only tool he uses. He doesn't call anyone. If the fax catches the eye of a reporter or a talk show producer, they call him. He "broadcasts" his faxes. He doesn't send them one by one.

To "broadcast" a press release via fax is very simple, and very inexpensive. It occurs to me that I have written about this here before. You write your release, you send it via e-mail to a computer program that then distributes it to ten, 100, or 1,000 addresses, whatever number is on your list that day. Broadcasting faxes on the Internet means that each fax arrives at the local telephone area code free, so the charge for delivery in each case, no matter where it is, the charge is for a local call.

By the end of the second day I knew I would go with the Hartunian process. There can be problems with such programs. John Bolton and I tried one of them earlier this year and were frustrated by the company we were working with and called off the project. One result of being at this seminar is that I have leads to several recommended broadcast fax companies. I'm very close to kicking this one off again. I have two or three things to clear up first. I listened carefully to all twelve speakers, collected all their brochures, and talked to anyone who was willing to talk to me.

At first, everyone was friendly and curious. When they found out what I write about, what my perspective is, they drew back. When I gave someone my card, that I had had printed especially for the seminar, that was the end of it for me. It was remarkable how quickly the ambience turned around. I had a suitcase on wheels full of *Break His Bones* to give to anyone who was interested, but just passing out my card was so traumatic for those who read it that I kept the books where they were. By noon of the second day everyone in the room avoided my eyes and no one spoke to me. And so it goes.

THE PRIMARY MARKETING DOCUMENT.

One point that was drilled into the attendees by every speaker, no matter what his method of work or point of view, was the importance of text – the text of the sales letter, the text of the press release, the text of whatever story you were using, the text of each subsidiary marketing document. Now that is nothing new for me. I am committed to text before all else. I am almost fatally committed to text. I am one of those so committed to text that

I can, as the saying goes, "ruin the good in search of the perfect." Nevertheless, when I returned to Baja from Los Angeles and re-read my sales letter, my primary marketing document, the one I had been using for months on the Internet, and unsuccessfully I should add, I understood that I had to rewrite it.

Writing a sales letter is torture for me. Particularly for my own stuff. Nevertheless, I sat down to rewrite it. After a week of solid work, I was nowhere with it. I didn't have time to spend another week rewriting one sales letter, but there I was. Another week of work added two pages of text to the letter. I now had a 4-page marketing document. But at the end of the second week, it was the same story. The letter had no life. I was beating my head against a wall.

I worked on the letter every day, did other work every day, but mostly I wrung out my brain over the sales letter. I couldn't get it. I was terribly overworking it. I was at the place where I was thinking of setting it aside for a month or so to do other work. One night I was going through my e-mail, browsing through the free newsletters that I receive from various Internet gurus, when I care across one that addressed the use of "story" in sales letters.

The article rang a bell for me instantly. I'm a storyteller. Story is my cup of tea. I've got a million of 'em. The story of how I got seduced by revisionism is a fine story. It would make a connection with the reader, someone who has never heard of me, knows nothing about revisionism, and will have the same reservations about it that I had at first. And the story is already written.

It's in the opening pages of my *Confessions of a Holocaust Revisionist*. It tells about the Libertarian Party convention in downtown Los Angeles. The malcontent handing out an article by some professor I had never heard of named Robert Faurisson. The reprint of an article that had appeared in Le Monde on the "rumor" of Auschwitz and the "problem" of the gas chambers. My shame at the thought of being seen by others to be interested in the article. It's a good story. It's human. I had it! It was only a matter now of editing and fitting everything together.

The sales letter had evolved from a 2-pager to a 4-pager, and now to an 8-pager. As I was putting the finishing touches on it, I realized that I was working on a document that could be even more important than I already thought it was. This sales letter, this unique, 8-page marketing document, could be used on the Internet as well as in a direct marketing campaign. It could be used in various ways on the Internet, on various pages. It was a document that answered all existing marketing opportunities. I was on top of the world. I was off to the races. I could use it on Amazon.com, and on the BookMasters selling page. All the work I was putting into it – it was going to all pay off.

I got the text for direct mail version into good shape, formatted it, and sent it via e-mail to two of my volunteer advisors/critics. One wrote back saying that what I had written was me "at my best." That's what I wanted to hear. I'd done it. Then I heard from my other advisor/critic, Ted O'Keefe. He wasn't impressed. He said my opening to the letter was weak. I had started right off telling the story about the afternoon at the Libertarian Party conference. He said the story would not work unless I tell people up front what the book is about. If the person reading the story didn't know what the book was about, he wouldn't have any idea what I was getting at.

I didn't buy it. I liked what I had. I didn't buy it for two days. Then I bought it. I wasn't certain what I should do, but the logic of the criticism was sound. I would write an intro, tell people what the book is about. Okay. I needed a couple days to get over it. Then I wrote a 450-word "introduction" to *Bones* to open the document. That meant I had to cut 450 words form the completed text so that it did not run over the eight pages. It took me a couple more days to slog through it all. I had to get it right.

THE TWO-PAGE WEB SITE

It was time to do issue 98 of Smith's Report. The end of June was around the corner and I didn't want to be late with SR98. And then something remarkable happened. I was going through some Internet guru newsletters, again, when I came across one by Marlon Sanders, a fellow who works out of Texas. He was trying to sell me a software program that would teach me how to build "two page" Web sites. The purpose of each 2-page site is to sell one product – for example, one book. The site has one page for a long-text sales letter, and one page for the order form. That's it.

This little e-mail from Sanders was like a thunderbolt exploding through my office. I saw the entire project cascade before me as if in a vision. I experienced an "idea avalanche." There was something overwhelming about it. One idea after another after another without let. It went on for several minutes. It was astounding. The primary event before me was the realization that I had worked for six months on the Break His Bones Webpage under a deep misconception.

While I thought I had confessed all my errors of judgment and miscalculations regarding the project in **SR97**, there was one that had escaped me. I had labored for months designing breakhisbones.com, one page after another, never satisfied with it. First with one consultant then another. I worked out 30, 40, half a hundred designs and concepts. In each instance I was convinced that I had to develop a page that was "live," that would draw people to it again and again, people who would become my loyal Online readers.

Sanders was saying just the opposite. He was saying that if you want to sell one book, focus on selling the book. Have a good product. Write a great sales letter. Create a logical order form. Then tell everyone in the world who is on the Internet what your book is about and where they can find more information – your marketing document. It was as if the concept grabbed the brain and shook it real hard. I had been going at breakhisbones.com wrong from the beginning. I had been focused on building a loyal readership when what I wanted to do, needed to do, was *sell the book!*

I had already written a couple dozen articles for breakhisbones.com.

Why? Sanders was telling me that a site meant to sell one book is not the same as a site meant to address great cultural and political issues. Two different things. I had to change course completely. The breakhisbones.com site had to go.

It was then that I saw the real beauty of everything that had happened inside the brain over the weeks. The complete rewriting of the sales letter, creating a marketing document that was multifaceted in its applications; focusing the *Bones* Web site on selling *Bones;* and the natural reinvigoration of CODOHWeb by moving the already finished writings on breakhsibones.com over to CODOHWeb. CODOHWeb would not only gain the documents that were on breakhisbones.com, but my entire Internet writing schedule would go over to CODOHWeb as well.

TEARING DOWN CODOHWEB

When I decided to focus on printing and selling *Break His Bones*, CODOHWeb began to choke up from lack of attention. I could not do both, and could not find new volunteer help to do it for me. CODOHWeb had been transformed, through lack of help, and design, into a static archive of revisionist materials.

Now I realized that the prospects for CODOHWeb had changed. I went into my consultation mode, talked to half a dozen people, and it was settled. We would download the entire CODOH Web site, some 100 megabytes of documents, onto CDs. Germar would do it on his end, and Alejandro would do it on this end.

We will then use available software programs to clean up all broken links – some 7,000 in all, and then start over. We will redesign the Homepage, the indexes, the entire site. We'll do it all off-line. When we're finished we'll upload the new version of CODOHWeb to the Internet and retire the old one. It will have the same information that is there now, but it will all be reorganized logically and easy to access. I will reinstitute Smith's Report Online on the new CODOH Web site, begin developing a loyal Online readership where we do want people to return again and again, and begin accepting articles and papers again just like in the old days. CODOHWeb reborn!

THE STATE OF AFFAIRS

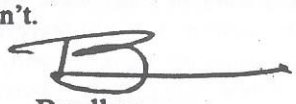
You are probably wondering what happened with regard to my financial situation that I wrote about with alarm in SR97. The situation is better, I am happy to report. It's not very good yet, I'm not out of the woods, but it's better. Many of you came through generously, and a few of you came through handsomely (any contribution over $200 is very handsome indeed). The sheriff has no reason to be on my trail, and no bounty hunters either. I'm grateful to all for your generosity, your encouragement and support.

I wrote here that I had debts of some $6,700, of which $4,600 were in overdue business bills. It wasn't that the business debt was extraordinarily large – to the contrary – but that the individual bills were long overdue, my credit was gone, and I had no way to pay what I owed. I was in stasis. I was frank about admitting that the problem lay at my own feet, that I had not been producing for the project, so contributions had fallen severely, and that I was not yet selling the book.

Because of your response to my appeal, I have been able to reduce my overdue business debt from $4,600 to $2,100. I would have been able to do better but there were unexpected expenses with my '93 Hyundai, and unexpected medical and dental expenses. There was $320 to get my immigration papers in order so that I'm not collared one day as an illegal immigrant, as Mexicans have it, a man with "wet ears." I put $300 into getting the new 2-page Web site for breakhisbones.com up and running. By the time you have this report to hand, I will be marketing *Bones* via the Internet. I have no way to know which way the cat will jump with this business, but I will do some business, and as I go along with it, I will do more.

I have not accrued any new business debt. I'm paying current bills as the come in, but that is starting to get edgy again.. I still very much need to get rid of the remaining $2,000-plus *overdue* business debt. It's a constant distraction. I know -- if I would get off the dime and start making noise with media, and selling *Bones*, I would get more help. It's true. One day soon you will begin hearing good news.

Meanwhile, your support is very much appreciated. And as I have said here before, there is no one else. There really isn't.



-- Bradley

PS: It is estimated that there are 37 million Websites online today, and that 50,000 more go live each week. That figure is a drop in the bucket compared to the hundreds of millions of individuals who are online, do not have Websites, but do use e-mail regularly. That's the market that's out there waiting in the dark for Bones and revisionism. The Internet. It's worth the work. The gamble.

-- BRS

FRIENDS

Smith's Report is free to those who help in any way. The more help I receive, the more likely it is that I will be able to create a place in this society where an open debate on the Holocaust story, and thus the U.S./Israeli alliance, will be tolerated and (is this possible?) even encouraged. That will be the day when the ideal of intellectual freedom will once again be honored in American culture.

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